

9P-2683
41 ✓

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

I hereby certify that this correspondence is being deposited
with the United States Postal Service with sufficient postage as
first class mail in an envelope addressed to: Mail Stop
Amendment, Commissioner for Patents, P.O. Box 1450,
Alexandria, VA 22313-1450 on September 29, 2004
(Date of Deposit)

James D. Wood
Name of person making Document or Fee

RECEIVED

September 29, 2004
Date of Signature

OCT 08 2004

Technology Center 2600

NCR Docket No.	9903	
MMB Docket No.	1001-0779	
Application No.:	10/015,431	Confirmation No.: 5732
Applicant:	Christopher M. Benson	
Filed:	December 13, 2001	
Art Unit:	2683	
Examiner:	Danh Cong Le	
Title:	SYSTEM AND METHOD FOR SHORT-RANGE WIRELESS RETAIL ADVERTISING AIMED AT SHORT-RANGE WIRELESS PROTOCOL-ENABLED PERSONAL DEVICES	

AMENDMENT

Sir:

In response to the Office Action dated July 29, 2004, please amend the above-
identified application as follows:

Amendments to the Specification begin on page 2 of this paper;

Amendments to the Claims begin on page 4 of this paper;

Remarks/Arguments begin on page 10 of this paper.

10/05/2004 BSAYASII 00000038 10015431

01 FC:1201	86.00 OP
02 FC:1202	36.00 OP



TRANSMITTAL LETTER FOR AMENDMENT AFTER FIRST OFFICE ACTION

MMB Docket No. 1001-0779

NCR Docket No. 9903

In re patent application of: **Christopher M. Benson**

Serial No. 10/015,431

Filing Date: **December 13, 2001**

Examiner: **Danh Cong Le**

Group Art Unit: 2683

For: **System and Method for Short-Range Wireless Retail Advertising Aimed at Short-Range Wireless Protocol-Enabled Personal Devices**

TO THE COMMISSIONER OF PATENTS AND TRADEMARKS:

Transmitted herewith is an Amendment in the above-identified patent application. The fee has been calculated as shown below.

CLAIMS AS AMENDED

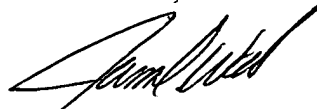
	Claims Remaining After Amendment	Highest No. Paid For	Fee Calculation	Addit Fee
Total Claims	22	20	2 X 18	\$ 36.00
Independent Claims	4	3	1 X 86	\$ 86.00

Total Additional Fee Required \$ 122.00

- * Enclosed please find a check in the amount of \$122.00 to cover the \$36.00 fee for 2 extra claims, and the \$86.00 fee for one extra independent claim.
- * Please provide any further extensions of time that may be necessary and charge any additional fees that may be due to Deposit Account No. 13-0014, but not to include any payment of issue fees.

Respectfully submitted,

MAGINOT, MOORE & BECK


James D. Wood
Attorney for Applicant
Registration No. 43,285

September 29, 2004
Maginot, Moore & Beck
Bank One Tower/Center
111 Monument Circle, Suite 3000
Indianapolis, Indiana 46204-5115

RECEIVED
OCT 08 2004
Technology Center 2600